









## Announcement

Mr. G. H. Guzzwell has taken over the management of the Gleichen Jewellery Company.

Mr. Guzzwell has had eighteen years practical experience. We will be in a position to give prompt and satisfactory service in repairs of all kinds. A trial will convince.

GLEICHEN JEWELLERY COMPANY

We are Agents for the

## BEST CAR OIL

—Save Your Car by buying Good Oil

Polarine, Light.....\$1.10 per Gallon  
 Mobile A.....Price \$1.75 per Gallon  
 Mobile B.....Price \$1.95 per Gallon  
 Wm. Penn, Heavy.....Price \$1.50 per Gallon  
 Wm. Penn, Medium.....\$1.50 P'r Gallon  
 Polarine, Heavy.....\$1.10 per Gallon

McKAY HARDWARE CO.  
 GLEICHEN, Alta.

## COAL TRUTHS

You are no doubt aware the coal situation is still unsettled and indications are that there will be a serious shortage this coming fall and winter. We keep in close touch with the various mines and will be able to supply a large amount of Galt and Newcastle coal as soon as the mines open. Get your orders in early and be assured of good coal. We handle only the very best coal procurable both of which need no introduction to the Gleichen community.

Brown's Transfer

Prompt Service.

Phone 37

DO NOT BUY

## Harness or Shoes

FROM A PICTURE

SEE OUR TRACES WITH A TEN  
 YEAR GUARANTEE

MEN'S WORK SHOES AT \$5.25  
 TO \$10.00

WE STAND BEHIND THESE GOODS

T. H. BEACH

HARNESS and SHOES

A WORD TO THE PUBLIC

In this community the public is entering those shops on which the light of advertising is falling.

Be sure of this: Those who are using our columns week after week do not give you poorer goods or service, or have higher prices.

Shops which were illuminated by advertising court with full confidence your favor

EMERY FLORAL CO.

OF CALGARY HAS APPOINTED

GEO. W. EVANS

AS THEIR AGENT IN GLEICHEN

FOR  
 CUT FLOWERS  
 HOUSE PLANTS  
 WEDDING BOUQUETS  
 FUNERAL DESIGNS

PHONES: OFFICE 12 RESIDENCE 90

## THE GLEICHEN CALL

W. PARK EVANS, PROPRIETOR.

Member of the Canadian Weekly Newspaper Association, Canadian Press Association.

Published Every Thursday in the Heart of a Wonderfully Rich Farming and Ranching District.

SUBSCRIPTION, \$2.00 Per Year. Foreign Countries, \$2.50. Advertising Rates—Display, 50c per Column Inch first insertion, and 40c for each subsequent insertion. Local accepted only with display ad at 15c per line.

Exchange Must Be Added to Cheques

GLEICHEN, ALBERTA, WEDNESDAY, OCT. 11, 1922

From Winnipeg comes a despatch stating that the endeavors of the Alberta Federation of Labor to get the government school books printed in the west, have been endorsed at the meeting of the Winnipeg Trades and Labor Council, and the matter will be taken up with the Manitoba government. The question was brought before the council in a letter from the Calgary Trades and Labor Council, enclosing a resolution for endorsement. It stated that the printers of the three prairie provinces had tried for some time to get school books used in the west printed by western printers. Alberta Federation of Labor, it is stated, had repeatedly requested the government of that province to get together with employers and employees and enquire into the practicability of printing them in the west.

Now that wages are about the same in the east and west for printers there is no excuse on the grounds of cost why any printing should be sent east or even from one province to the other, especially government printing, yet it is done, and certainly should not be done. All printers help to pay the taxes of their own respective province or town and are entitled to a share in the business as a matter of good business. "Trade at Home" and you will surely have a look at some of your money again.

"Optimism in business, rather than pessimism in contemplating the future, should now be regarded serious as an important factor necessary to the return of the commercial world to normalcy." So writes F. C. O'Hara, deputy minister of Trade and Commerce, in the annual report issued by that department. Mr. O'Hara adds: "Especially should this be so in Canada—the youth among nations, to whom at this time sad memories and a war debt, and only material results of the war. At no time have we experienced the privations of any country in Europe. The commercial chaos that has prevailed so long throughout the world has been felt by the pessimist. Today no people in the world can regard the future with a greater pride than we. Industrial activity is returning slowly but steadily. We are now on the up grade.

"Irish Immigrants Flock to Canada by Hundreds" is a heading that appeared in one of our daily newspapers the other day, under which it is stated that the continued troublous times in Ireland are apparently having the effect of causing many Irish families to seek domestic life in more peaceful and settled surroundings, and this movement is benefitting Canada to some extent in that this country is securing a good type of emigrant from the Emerald Isle. Since the first of the year Canada has received 3,222 emigrants from Ireland, of whom 1,029 have been male agriculturists.

A Toronto despatch says: Once again the women have lost out in their efforts to gain admittance to the Methodist ministry. By a vote of 16 to 17, the discipline committee of the general conference decided against recommending their admission to the pulpits of the Methodist church. There were three women on the committee, and they put up a vigorous fight to allow the women to become pastors. One of the arguments against the women becoming ministers, advanced before the committee, was that it would tend to "rob the cradle."

"Rob the cradle." Well, now! Wonder if the reverend gentlemen are speaking from their own experience?

From several points in Alberta comes the news of the formation of curling clubs, and the erection of new curling rinks. No winter sport fits into the life of western Canada, so far as participation is concerned, better than curling. Like golf, it appeals to young and old of both sexes. It is a friendly game, good exercise and a sport that does much to promote good feeling, and it makes our western winters seasons of joy and pleasure to an ever increasing number of votaries, and thus has good influence on Western Canadian life.

Now a days when the people want anything they look in the newspapers to find where to get it. If they want the services of a painter, a carpenter, a plumber or any other mechanic or tradesman, they expect to find a card in the paper. They look for it. If they find one the advertiser gets a job. Judicious advertising pays.

Try and make a live enterprising place out of your town and when working for its institutions or speaking well of the town and country remember you are accomplishing all the more for yourself. Don't be foolish enough to leave away valuable time predicting failures and thereby decrease the value of your property.

There is no truth in the rumor that Bassano has applied for an injunction to stop the Blackfeet Indians bathing in the Bow river on the grounds of contaminating that town's drink. Evidently they have had trouble enough with the Calgary sewerage.

And the Methodists have decided against lady ministers—just when we had about decided to join 'em. We wonder if the menfolk for their job? We have heard the ladies are excellent preachers—God bless them.

## CITY CAFE

WONG DING, Proprietor.

BEHIND THE GLEICHEN HOTEL

SUMMER SPECIALS

All Kinds of Soft Drinks  
 Fruit, Kider, Ice Cream and Sundaes

ALWAYS SERVE GOOD MEALS HERE

We also have rooms to rent clean and comfortable

GLEICHEN, — — — ALBERTA

## THOS. W. DAVIDSON

PAINTER, PAPERHANGER DECORATOR  
 WALLPAPER SAMPLES

Estimates Free on All Classes of Work

Phone 4  
 Palace Hotel, — — — Gleichen, Alta.

## NOTICE

All persons are hereby warned against buying any grain, hay or other produce, cattle, horses, wagons, harness, saddles, mowers or rakes from any Indian of the Blackfoot Reserve without an officially printed permit issued by the Indian Agent.

Also not to take in pledge or make any loan upon any article to any Indian under penalty of having any such articles seized and being prosecuted for illegal pawning.  
 G. H. GOODERHAM,  
 Indian Agent.

## NOTICE TO CREDITORS AND CLAIMANTS

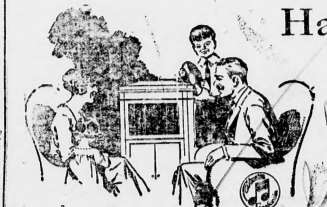
IN THE ESTATE OF William C. Scott, late of Ashland in the State of Nebraska, one of the United States of America, Merchant, deceased.

NOTICE IS HEREBY given that all persons having claims upon the estate of the above named William C. Scott who died on the 11 day of April, 1922, are required to file with the undersigned by the 15th day of November, 1922, a full statement duly verified of their claims and of any securities held by them and that after that date the administrator will distribute the assets of the deceased among the parties entitled thereto, having regard only to the claims of which notice has been so filed or which have been brought to his knowledge.

Dated at Gleichen, Alberta, this 23rd day of September A. D. 1922.  
 BERTON S. COFFEY,  
 Gleichen, Alberta,  
 Solicitor for the Administrator  
 — 29 John A. Scott.

Miss E. Frankton  
 TRAINED MATERNITY  
 NURSE

FOR APPOINTMENT  
 Box 79 Phone 104 Gleichen



## Happiness!

Chase dull care away with light-some Columbia music. Happiness will come to stay when the Gramofon fills the air with joyous sounds from these favorite Columbia Records:

Melody (Dawes) Violin Solo, Josef Bonini at the Piano	Pat's Brown	A-368
The Frimley Melody (An Bruno-Romano) Violin Solo, Josef Bonini at the Piano	Edith Brown	A-369
A Song of the Hills (Gusko-Bucci) Tenor Solo, Orchestra Accompaniment	Lucy's Accordion	B-351
Drumy Waters—Waltz (L. L. Lee—No. 1)	Ferdie's Hawaiian Instrumental Quintette	A-365
Say I Walked (Silver) Fox-Trot	Edith Brown's Orchestra	A-360
Send Back My Honeyman (Hanson) Fox-Trot	Edith Brown's Orchestra	A-362
Goodbye (Hanson) Fox-Trot	Edith Brown's Orchestra	A-363
Swing (Worship) Fox-Trot	Paul Schoen's Orchestra	A-367
In Rostone (When We Said "Goodbye") Fox-Trot	Paul Schoen's Orchestra	A-368
Light and Shadows—Waltz (Dietz) Accordion Solo	Guido Deiro	A-365
Mountain Waltz (Dietz) Accordion Solo	Guido Deiro	B-352

Columbia Records

Calcutta Orchestra—  
 from \$11.50 to \$25.00

THE GLEICHEN JEWELLERY CO.  
 COLUMBIA DEALER,

GLEICHEN ALBERTA



## A BIG STAMPEDE AT GLEICHEN



FRIDAY OCT 20  
\$1,000.00 - IN PRIZES - \$1,000.00



B 4  
THE WINTER SETS IN  
PHONE 52 or 58  
and have your  
HEATING PLANT  
looked over  
by  
L. MICHAEL Plumbing and Heating

## Auction Sales

M. F. KITE SALE  
4 Miles North and 4 1/2 East  
CLUNY

11 HORSES 11  
4 MILK COWS 4  
FARM  
MACHINERY  
Household Goods  
Thurs. October 12

5 1/2 Miles E. and 4 N. Gleichen  
Township 6-23-21  
ROBT. M. ATRUR  
HORSES,  
FARM IMPLEMENTS  
FURNITURE, ETC.

Friday, Oct. 13th  
T. H. BEACH, Auctioneer

## THE GLEICHEN CALL

## "Trade at Home" Campaign

Pictures Not Always Truthful. Some  
Mail Order Houses Find Them Very  
Useful in Their Business. Can  
"Doctor" Photograph.

"COPYRIGHT"

"Figures never lie." It has been claimed, but this is far from the truth. The defaulter who has "doctored" his books in such a way that he has escaped detection for years, knows that figures can be made to lie. The shrewd politician, who knows how to juggle statistics, knows that they can be made to tell a story that is far from the truth.

But there is another medium of expression which is also supposed to be a stickler for the truth, but which is a greater perverter than figures. This is a picture. A picture of any person or thing, supposedly, is an exact reproduction of the original, but this is frequently only a wild supposition. The photographer who did not make his picture tell a little fib now and then would soon go out of business from lack of patronage.

## PICTURES BETTER THAN WORDS

Pictures have come to occupy a very important place in the life of the world in recent years. It has been said that for newspaper purposes a picture which tells its story strikingly is worth more than columns of written words on the same subject. Newspapers and magazines have realized the truth of this fact and as a result pictures are used profusely in illustrating the news and fiction of the day.

No one has been quicker to realize the possibilities of the picture when property—or it might be said improperly—used, than the mail order man. He has realized that a picture will do more to sell his kind of merchandise than a column of words and figures. One reason for this is that it is harder to catch a picture in a lie than it is printed in words

and figures. For instance if you sell a man a table on the strength of a printed statement that it is 48 inches wide and if when the table reaches the customer it is only 36 inches wide the customer not only has a moral right to kick but he has a legal right to accuse the seller of obtaining money under false pretences. However if the customer buys a table which looks in a picture to be 48 inches wide but which proves upon arrival to be only 36 inches wide he has no legal grounds upon which to base a complaint if a seller has not told him in so many words that the table was 48 inches wide.

A former manager in a mail-order house tells how his concern manipulated pictures in this way to suit its purpose. Pictures of its chairs were retouched so that the legs seemed to be an inch and a half in diameter when they were really less than an inch. It made narrow beds appear in the picture to be wide and comfortable. Pockets of iron that were really an inch in diameter, were made to appear as if they were three inches in thickness. These things are easy for any competent artist to do.

## PATRONS HAD NO RECOURSE

This concern, however, adhered rigidly to the rule in the measurements included in the descriptions. Customers who found that they were not what they expected, could kick, but it would do them no good. The mail order house could show that it had set forth the measurements truthfully in catalogues, and there was no recourse for the customer.

## LUMBER

See TradeTalk The Crown Man for quotations on your building requirements. We carry a full line of building material and meet all competitive prices. Discuss your full building and alteration plans with us. Advice and estimates cheerfully given. Screen doors and windows, "Lark-Sag" gates, fence posts, fly wood.

CROWN LUMBER CO., Ltd.

## HARDWARE

If it's Hardware We have it! If we haven't got it we will get it for you. If we can't get it it isn't made. This is our business policy. We carry a full line of hardware and prices prevail here in all lines.

W. H. JAMES

## AUTO ACCESSORIES

Gasoline  
Oils, Lubricants, Greases  
Tires, Tubes, Accessories  
We Give You Service.

H. E. JAMES

Responsible Agent

## DEPARTMENT STORE

Our Business Connection is proof of a satisfied client. We endeavor at all times to anticipate your requirements here in Gleichen and in all departments urge your patronage on a basis of Quality, Service and Value.

WEBSTER BROS., Ltd.

## FARM IMPLEMENTS

See Us First  
when you require the following John Deere Implements, Sawyer Massey Thrasher and Road Machinery, Rotary Hoe Weenders, etc. We sell Sunco Oil and William Penn Oils and Greases. Trade in Gleichen.

HAROLD DUNN

## LUMBER

Everything in Lumber  
Building Materials, Lath, Shingles, Mouldings, Windows and Doors. We would be glad to advise you concerning your building requirements and to estimate estimates for your job.

REVELSTORE SAWMILL CO., Ltd.

## GROCERIES, ETC.

Our Stock of Groceries is large, fresh and well assorted. We would appreciate an opportunity to meet your Grocery and Provision requirements. Our service and our prices will please you.

THE GLEICHEN GROCERIA

Study "Trade at Home."

## J. O. BOGSTIE

Farm Implements  
Agents for International Harvester Co.  
Farm Machinery  
When you visit farm machinery of any kind see our lines and get our prices.

## GARAGES

Ford Trucks, Ford Cars, Ford pickup, Ford service. Repairing and painting. Accessories. Supplies.  
H. A. GAMBLE

You are possibly contemplating the purchasing of a new car. If so we would like to call you to the points of our Overland and to also discuss the merits of our stock of tires, accessories and parts. General service.

BATES &amp; GIBSON'S GARAGE

## GENTS FURNISHINGS

The Progressive Man patronizes his own community. This store carries a line of dress goods, suits, shirts, ties, socks, underwear, etc. All the latest styles. Last quality. Reasonable prices.

STABACK &amp; BROWN

## FARM IMPLEMENTS

A square deal with every purchase on all machinery bought here. Massey-Harris implements, Advance Rummy Separators, Oil-Pull Tractors, DeLia Light, Plymouth Trains.

BISSETT &amp; ANDREWS

## ROOTS AND SHOES

It Pays To Buy Good Shoes and socks when you know you will receive value for your money. Our shoes are made to order and you are guaranteed of satisfaction on all roots and shoes bought here. Reasonable prices.

T. H. BEACH

## MOVING PICTURES

Don't Forget  
to watch this space for announcements of moving pictures. We aim to offer you only productions of merit. We will care you an evening box seat.

GLEICHEN OPERA HOUSE

## DRAYING TRANSFER

Draying Cartage  
Prompt and Efficient Service  
BROWN'S TRANSFER  
Phone 47.

GLEICHEN

BLUES  
"Wear Better"  
Clothes for Boys

The inevitable wear and tear of school games is immeasurably lessened by WEARBETTER CLOTHES FOR BOYS.

Wear better clothes are just what their name implies—they wear better and look better because they're made of better quality materials.

Extra Pair of Pants to Each Suit  
SOLD BY  
STABACK & BROWN  
Men and Boys Outfitters







